



## Director's Corner



**Ray B. Shepherd**

Training and education are vital to our organization as we continue to grow and change, whether it's keeping up with technology or growing supervisory skills. As

motivational public speaker and self-development author Brian Tracy says, "Those people who develop the ability to continuously acquire new and better forms of knowledge that they can apply to their work and to their lives will be the movers and shakers in our society for the indefinite future." And that's what we need. We need to educate and empower the DMA workforce.

There are many different ways to continue your education and, just as importantly, to share that

education. Training comes from a variety of sources...online, in person and each other. Knowledge is power and sharing that information is essential for you, your team and DMA.

Your supervisor is the best place to start the process. By working together, you can map out the best course of action that benefits you and the organization.

### **"YOU'VE BEEN CAUGHT DOING SOMETHING AWESOME" Award**

**What it is:** A way to celebrate our workforce by acknowledging and rewarding work that goes "above and beyond."

**Who is eligible:** Military and Civilian members of DMA

**How to nominate:** If you think someone you know or supervise someone who has gone above and beyond, write us a short paragraph as to why you think that person should be recognized. Then, send your nomination to [DMADirectorDirect@mail.mil](mailto:DMADirectorDirect@mail.mil). This email is a direct line to Mr. Shepherd, and he wants to hear from you!



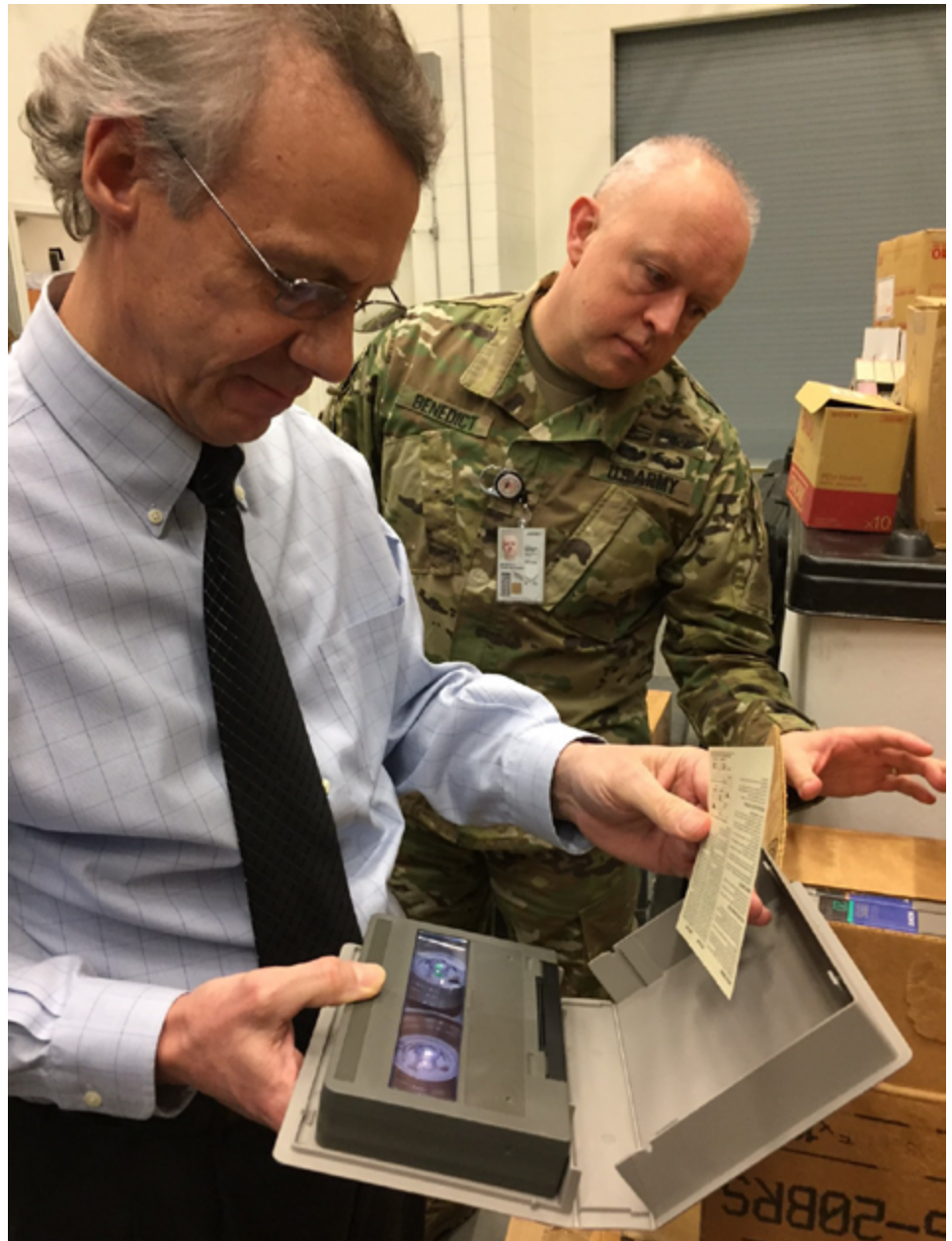
## **DIMOC Wants to Preserve Your Imagery!**

If your unit, ship or organization has Department of Defense-produced physical imagery that is taking up valuable space, the Defense Imagery Management Operations Center can digitize it and make it available to you through the DIMOC.mil web portal at no cost.

Regardless of age, such imagery is still an official DoD Visual Information record, and must be properly archived according to Federal law and DoD regulations. Do not throw it away or attempt to send scanned items to Defense Video and Imagery Distribution System or DIMOC. DIMOC will process your physical content using archival handling processes, digitize your physical medium, and add it to the online searchable DoD archive. Once the digitization process is complete, DIMOC will offer your original records to the National Archives as a permanent federal record; thereby preserving your visual legacy.

For more information, go to: <http://www.dimoc.mil/quick/physicalimagery.html>. Once you have inventoried your physical imagery, contact our archivists at: [DIMOC-Archivists@mail.mil](mailto:DIMOC-Archivists@mail.mil)

DIMOC is ready to turn your physical imagery into the high-quality digital formats for access today, while preserving the DoD's visual history for the future.



Col. John Benedict, Defense Visual Information director, and Steve Hahn, DVI deputy director, inspect physical media at the Defense Media Activity warehouse at Fort Meade, Md., Jan. 12 2017. Legacy physical imagery was transferred from the Army's Installation Management Command office at Fort Belvoir, Va., for eventual shipment to the DVI Records Center in Riverside, Calif., for digitization and archiving. (Photo by Barbara Burfeind)





Master Chief Melissa Weatherspoon, *Defense Media Activity Senior Enlisted Advisor*

Training. Training is one of the most thrown-around words in any organization. You hear, “we need more training,” or “training will fix a deficiency,” whenever leadership determines change or improvements need to be made. With that said, training may be one of the most unused means of improving an organization. Why? Training often takes a back seat financially within a business, simply because operations and personnel costs are vital to the existence of any organization and there may not be enough money to go around.

Bottom line, however, training is important. Important for the

organization and important for workforce. Training increases productivity, improves morale, reduces incidents and accidents and increases talent. Here at Defense Media Activity, workforce development, or training, is one of our core missions. Question is, however, are we putting money where our mouths are when it comes to training?

Personally, I am of the school of thought that one can never receive enough education or training. So how do you get training? You can get training on the job, such as working with the many subject-matter experts who work all around us here at DMA. Learning by doing is an amazing way to acquire new knowledge, skills and abilities. You can also get off-the-job training through the Defense Information School,

college, Lynda.com, or by inviting experts in to conduct workshops or seminars. What I’m getting at here is that training is available. If you have an idea for training, share it!

Now, a question for you. Are you looking for training? If so, have you updated your individual development plan to discuss what training you need or want with your supervisor and/or chain of command? That’s a great place to start. The Workforce Development team at Headquarters is also here to help you.

This team can help you get a course through DINFOS, go to a seminar, take a course on Lynda.com and more. Military folks can also work through their leadership to help get set up for off-duty or online college courses.

Believe me, if this old dog can go back to school and learn new tricks, anyone can.

The Defense Media Activity would like to congratulate last year's 'One Vision - One Voice' boot camp graduates!			
<b>Defense Media Operations</b>		<b>Headquarters and Support Services</b>	
CAPT Scott Norr	CPO Michael Wagoner	MCPO Mel Weatherspoon	Edie Brumskill
SGM Shaun Herron	SFC Nicholas Waddell	Kandace Chappell	Willie Baker
Jess Colby	CPO Frank Neely	Michael Jackson	Hector Lopez
Col Dave Honchul	Rusty Barfield	Jerome Dudley	Robert Frazier
Jim Kresge	SFC Antoine Collins	Lisa Lonan	Jeff Willis
Mike Frank	MSgt Pedro Jimenez	Frederick Townsend	Brian Kane
Erik Brazones	Robert Bleir	Milton McKensie	Robert Hambly
CMSgt Brian Jones	LTC Alan Stout	Lenene Speed-Walker	Cody Starken
MAJ Rosy Poulos	MGySgt Chad McMeen	SMsGt Taneshia Lucas	Dandalyn Wilson (DEE)
Rick Blackburn	SCPO Joshua Thompson	Julie Briggs	Joseph Sanders
Larry Marotta	GySgt Kristin Bagley	Vanessa Reed	
Kyle Hammitt	Ronny Przysucha		
Scott Stover	Don Manuszewski		
Jerry Shorter	Robert Kramer		
Jeff Alderman	Michael Burnette		
Donald McWilliams			
<b>DINFOS</b>		<b>Stars and Stripes</b>	
LtCol Tony Wickman	COL Martin Downie	Max Lederer	
SMsGt Norris Agnew	Dennis Cornell	Rick Oleszewski	
MSgt Carl Rishkofski	Mikel Griffith		
SCPO LaTonya Ellis	Ellen Wilkinson		
SGM Sharon Opeka	SCPO Daniel Sanford		
ISG Richard McNamara			
<b>Technical Services</b>		<b>Defense Visual Information</b>	
Tom Dorz	MSG Gerald Barber	COL John Benedict	Roxanne Rawls
Lynda Wright	Chris Hopwood	Ty Harley	Keith Faust
SCPO Robin Kelsick	Les Benito	Joe Harris	Dan Abrams
Peter Fotopolos		Johnnie Williams	Barbara Burfeind
		Kathy Vinson	JoAnne Delibero
		Nina Silva	Vince Rotell
<b>Navy Reserves</b>			
CAPT Janet Dahleh			



Maj. Gen. Timothy Zadalis, U.S. Air Forces in Europe and Africa vice commander, visited the American Forces Network Europe headquarters in Sembach, Germany, January 11 2017. Zadalis thanked Airman 1st Class Ericha Guyote for her involvement in covering a story about a special ceremony at an American children's cemetery in Germany. (U.S. Navy photo by Mass Communication Specialist 2nd Class Ruben Reed)

### **Maj. Gen. Zadalis visits AFN Sembach**

Maj. Gen. Timothy Zadalis, U.S. Air Forces in Europe and Africa vice commander, visited the American Forces Network Europe headquarters in Sembach, Germany Jan 11.

Zadalis thanked the crew for their hard work and efforts in communicating USAFE command messages. He also thanked Airman 1st Class Ericha Guyote for her involvement in covering a story about a special ceremony at an American children's cemetery in

Germany.

Airmen from the 86th Fighter Wing dedicated a headstone for a child buried at the American Kindergraves-Kaiserslautern cemetery in October. Gary Currie, the son of Joy Caffey, was born on September 18, 1952, and passed away 15 hours after birth from pneumonia.

Joy spent the next 64 years trying to locate where her son was laid to rest. In 2016, with the help of Airmen from Ramstein Air Base, Germany a headstone was placed in the cemetery in memory of Caffey's son. A1C Guyote was there to document the ceremony.

Her news story was published on the AFN Europe Facebook page and shared by other major commands in the Kaiserslautern Military Community area. The story can be found at <https://www.facebook.com/afneurope/videos/10154063594377602/>

### **UPCOMING TRAINING**

Human Resources Management (HRM) for Supervisors training will be held Feb 15 2017 in W202/205 from 8:30am - 4:00pm EST.

Seating is limited. Self-register in the LMS using the following link <https://learning.dma.mil/Content-Details.aspx?id=C9317951826A-4D17A3EDE29E1FD15596> or performing a search for HRM for Supervisors.

**Target Audience:** Military and Civilian supervisors of civilians employees in compliance with Section 1113 of the 2010 National Defense Authorization Act (NDAA) and Title 5 Code of Federal Regulations (CFR), §412.202

Additional training dates in LMS Course also offered April 12 and June 14. If you have questions about HRM for Supervisors please contact Leneen Speed-Walker at [leneen.j.speed-walker.civ@mail.mil](mailto:leneen.j.speed-walker.civ@mail.mil)





## Below the Zone and On The Air!



Airman 1st Class Dhruv Gopinath, American Forces Network Tokyo broadcaster, edits video footage at Yokota Air Base, Japan, Jan. 9 2017. Gopinath was one of five Airmen at Yokota to receive a promotion through the Senior Airman Below-the-Zone Promotion Board. (U.S. Air Force photo by Senior Airman David Danford)

## Office of the General Counsel

Dolores Francis, *General Counsel*

The mission of the Office of the General Counsel is to provide a full range of legal and legislative guidance and services to the Director, senior managers and staff of the Defense Media Activity on media operations, products and services, including but not limited to:

- visual information
- print publications
- radio and television news,

- information and entertainment programming
- joint public affairs, broadcasting and visual information training and
- web operations, emerging internet, mobile and related media.

## ETHICS - 14 GENERAL PRINCIPLES

### Overview

The following general principles apply to every employee and may form the basis for the standards contained in this part. Where

a situation is not covered by the standards set forth in this part, employees shall apply the principles set forth in this section in determining whether their conduct is proper.

The principles of ethical conduct were issued by George H.W. Bush in Executive Order 12674, as amended by Executive Order 12731. The principles were subsequently issued in the Standards of Ethical Conduct for Employees of the Executive Branch at 5 C.F.R. § 2635.101(b). Each executive branch agency has a Designated Agency Ethics Officer responsible for oversight of the agency's ethics program. DMA's Deputy Designated Agency Ethics Officer is Dolores Francis.

### Principle 1

Public service is a public trust, requiring employees to place loyalty to the Constitution, the laws and ethical principles above private gain.

### Principle 2

Employees shall not hold financial interests that conflict with the conscientious performance of duty.

### Principle 3

Employees shall not engage in financial transactions using nonpublic Government information or allow the improper use of such information to further any private interest.

**Principle 4**

An employee shall not, except as permitted by subpart B of this part, solicit or accept any gift or other item of monetary value from any person or entity seeking official action from, doing business with, or conducting activities regulated by the employee's agency or whose interests may be substantially affected by the performance or nonperformance of the employee's duties.

**Principle 5**

Employees shall put forth honest effect in the performance of their duties.

**Principle 6**

Employees shall not knowingly make unauthorized commitments or promises of any kind purporting to bind the Government.

**Principle 7**

Employees shall not use public office for private gain.

**Principle 8**

Employees shall act impartially and not give preferential treatment to any private organization or individual.

**Principle 9**

Employees shall protect and conserve Federal property and shall  
**Continued on Page 9.**

# SPOTLIGHT ON DMA

**TECH. SGT. BLAKLEY MONTANA**

**NCOIC** (Broadcast Studio Engineer)

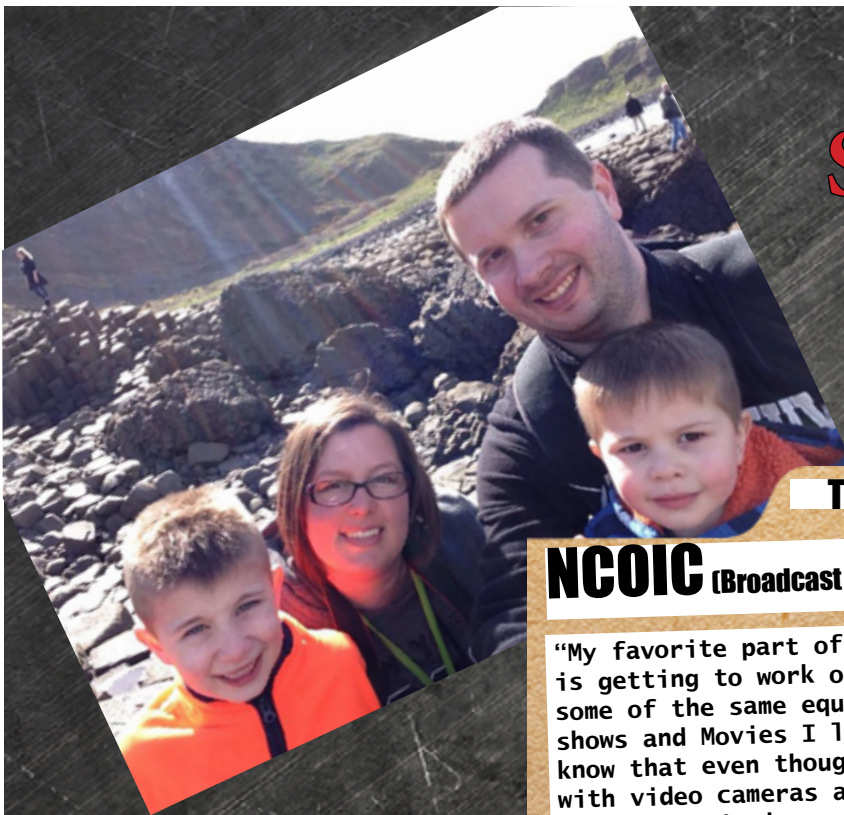
"My favorite part of the job here is getting to work on and learn some of the same equipment used on TV shows and Movies I like to watch. I know that even though I enjoy working with video cameras and editing equipment, it is a small part of my career field, so my current goal is to quickly learn what I need to be successful in my next assignment. One of my long term goals is to get a degree in audio/video engineering."

**Currently Stationed:**  
American Forces  
Network, United  
Kingdom

**Hometown:**  
Phenix City,  
Alabama

**Time in Service:**  
13 years

**"BLAKE"**







## Modern Military's Quandary: Personal Cameras on the Battlefield

Lee Thomas

*DVI, Chief of Policy and Programs*

A tectonic shift in combat documentation recently landed military members and the Department of Defense in a policy no-man's land. The shift began around 2009, with the introduction of the GoPro HD Hero camera.

What followed was a proliferation of affordable, small video cameras designed to record and post high-impact action videos on social media. In short, a new genre of internet action video was born, generating viewership in the millions. Military members took notice and quickly adopted the use of personal cameras to document combat action.

A search of YouTube for "US+soldier+combat+video" returns more than 15 million results with such titles as "US Soldiers in Afghanistan – Rare Combat Footage – Heavy Firefights" and "US Soldiers Kill Taliban in Afghanistan Shocking Footage." There are hundreds of YouTube channels specializing in the military combat genre. The public can now spend hours and even days viewing military action videos that often start with disclaimers like "Contains Scenes of Violence or Viewer Discretion Advised."

Then the inevitable happened. Commercial media producers

## DMA Personnel Volunteer at Local Shelter



Members of Defense Media Activity Headquarters volunteered their time recently at Sarah's House in Baltimore, MD to provide meals for those in need. (Courtesy Photo)

began to notice the popularity of these military reality videos with gut-wrenching drama and action.

They decided it would be great to weave free military action videos from the front lines into documentaries they could sell or license for a profit. Today, you can purchase documentaries like "Citizen Soldier" from Walmart, or watch "Taking Fire" on the Discovery Channel, and "The Fighting Season" on DirectTV.

In a Marine Times article in November 2015, "Your war story wanted for a new 'Fighting Season,'" TV producer Ricky Schroder made a pitch for Marines to submit their action videos directly to his production company. According to David Evans, who

handles documentaries and non-scripted entertainment requests for the Assistant to the Secretary of Defense for Public Affairs, Schroder even offered to pay up to \$100 per minute for military action video in an advertisement he placed in the Army Times.

For DoD Public Affairs, Visual Information, or Combat Camera professionals working in the Department of Defense, watching uncleared soldier video go straight from combat to YouTube to commercial sales is a huge misdirection of government information. We now find ourselves in that previously mentioned policy no-man's land somewhere between the operational security program,



Federal ethics law, copyright law, and the First Amendment of the U.S. Constitution.

How can we move forward? What should we tell our troops about using personal cameras on the battlefield? What current DoD policies and Federal laws inform the capture, release and commercial use of these videos? In an effort to help educate and inform DoD employees and service members on the requirements and risks of using personal cameras on the battlefield, what follows is a brief overview of policies and laws.

**Q:** If a service member/employee is documenting military operations but was not tasked to do so, who owns the imagery?

**A:** As a basic premise, the service member/employee who takes the photograph or video becomes the owner of the legal copyright interests (absent an official tasking, use of government cameras, or written order/agreement to the contrary). However, there are DoD policies and other legal principles that may limit or restrict this basic premise.

First and foremost, DoD personnel who capture mission-related imagery may NOT release this imagery to media outlets or other public forums, (including social media), without first obtaining a security review for clearance from the appropriate level of command. See DoD

Directive 5230.09 and ATSD(PA) memorandum, "Guidance for Use of Visual Information Captured by Department of Defense Personnel on Personal Equipment," dated Nov 8, 2016, for more information about this requirement. U.S. Coast Guard employees should consult Coast Guard External Affairs Manual COMDTINST M5700.13; [https://www.uscg.mil/directives/cim/5000-5999/CIM\\_5700\\_13.pdf](https://www.uscg.mil/directives/cim/5000-5999/CIM_5700_13.pdf), page 53; paragraph 4, "Official and Personal Imagery" for more information.

Secondly; (1) If the service member or employee uses government cameras/equipment, or (2) if the operations they are documenting are connected to their official duties (regardless of who owns the equipment), or (3) the government employee is charged with creating imagery as part of their official duties and voluntarily uses their personal equipment to do so; that imagery is normally considered official United States Government federal record under Title 17, U.S.C (A "work of the United States Government" is a work prepared by an officer or employee of the United States Government as part of that person's official duties).

For example, the Naval Special Warfare command recently determined that approximately 20,000 images taken by a Navy training instructor using his personal camera with the intent of publishing a commercial book

for sale were in fact all Navy VI Records.

Lastly, DoD personnel should always consult their local and component-level policies for specific guidance on photographing military operations. For example, military personnel deployed within the USCENTCOM Area of Responsibility were subject to General Order Number 1C (GO-1C), dated May 21 2013. GO-1C defines official and unofficial photographs and prohibits photographing certain specific scenes. It also requires a non-delegable approval from a commander in the grade of O-5 or higher before any non-government equipment can be used for official photographs or videos.

**Q:** Does the service member have a right to sell this imagery?

**A:** No, and doing so could result in Uniform Code of Military Justice or other legal action against the service member/employee. By selling imagery of military operations taken for ostensibly personal use, the service member/employee now becomes subject to laws and statutes dealing with ethics and commercial use. Federal law prohibits federal employees and military members from accepting any outside compensation for activities that pertain to the member's official duties.

Although such imagery may





belong to the individual from an intellectual property standpoint, if that imagery pertains to the member's official duties, or was captured while conducting their other assigned official duties, they are prohibited by federal ethics laws from selling the imagery (or profiting in any other way, such as payment in kind). Furthermore, individuals depicted in the photographs and videos may legally sue the service member/employee for violating their rights of publicity (i.e., the right of an individual to control the commercial use of his or her name, image, likeness, or other unequivocal aspects of one's identity).

**Q:** What advice would you give to military members who want to use their personal cameras to document the battlefield?

**A:** Overall, the best guidance is to use personal cameras only to document personal activities or when absolutely needed to document operational activities. Consult with your local and component-level policy for guidance/restrictions. Always submit your mission-related imagery for a security review for clearance from the appropriate level of command before releasing it to public forums (including social media), or to media outlets.

## **Office of the General Counsel Cont.**

### **Principle 10**

Employees shall not engage in outside employment or activities, including seeking or negotiating for employment, that conflict with official Government duties and responsibilities.

### **Principle 11**

Employees shall disclose waste, fraud, abuse, and corruption to appropriate authorities.

### **Principle 12**

Employees shall satisfy in good faith their obligations as citizens, including all just financial obligations, especially those—such as Federal, State, or local taxes—

that are imposed by law.

### **Principle 13**

Employees shall adhere to all laws and regulations that provide equal opportunity for all Americans regardless of race, color, religion, sex, national origin, age, or handicap.

### **Principle 14**

Employees shall endeavor to avoid any actions creating the appearance that they are violating the law or the ethical standards set forth in this part. Whether particular circumstances create an appearance that the law or these standards have been violated shall be determined from the perspective of a reasonable person with knowledge of the relevant facts.



Larry Marotta, American Forces Network Broadcast Center, poses at his desk before his retirement in Jan. He has been with AFN since 1987. His retirement "bucket list" includes improving his photographic skills, performing community service and spending more time with family and friends.(Courtesy Photo)



# DINFOS Notes



## Social Media Managers Course

Social Media Managers Course is off to a great start with more than 170 folks signed up. Following a month-long beta test, the course officially launched on Jan 18 2017. Updates will come often to improve the quality and update the content based on best practices in industry, academia and across DoD.

## Mobile Learning Environment - WiFi + Tablets

DINFOS will complete WiFi installation throughout the schoolhouse by the end of March. In conjunction with the Wi-Fi establishment, our courses are undergoing content and course material digitization from March to July. This step includes digitizing

the student materials for tablet use allowing students to have mobile access to their course materials and transferring course content to Blackboard allowing cloud-based access. Finally, the Public Affairs Qualification Course is piloting use of collaborative tools via Google (G-Suite) adoption, which is awaiting CITO decision.

## Successful outreach with the local MPs

CSI comes to DINFOS! Our photography instructors spent a day working with members of the Fort Meade Police and 241st Military Police Detachment, giving the police officers a crash course on taking photos in a variety of situations. Military Police use photography in their day-to-day duties, documenting everything from car accidents to homicides. For many of these officers, the class at DINFOS is the first time they've received training from professional photographers. Link video:

<https://www.facebook.com/defenseinformationschool/videos/10154038636646415/>

## Hails & Farewells

### Military Goodbyes

Starr, Jeremy Michael, DMO  
Rishkofski, Carl E (Ski), DINFOS  
Thomasson, Aaron H, DMO  
Jelle, Christopher Handley, DMO  
Solomon, Stephen Anthony, DMO  
Brejcha, Mark Anthony, DMO  
Hetlage, Anthony Justin, DMO  
Reed, Ruben P, DMO

### Military Welcomes

Camejo, Ian, DMO  
David, Rebekah R, DMO  
Duprey, Alyssa J, DMO  
Fox, Jordan Lee, DINFOS  
Harari, Michael B, DMO  
Hudson, Sean W, DMO  
Newman, Anita C, DMO  
Ong, Jimryan D, DMO  
Palmertree, Kirsten L, DMO  
Parks, Desmond, DMO  
Pouttu, Thomas James, DMO  
Salcedo, Edward Anthony, DMO  
Severi, Victoria, DMO  
Sherwood, Erin K, DMO  
Silverthorne, Lauren, DMO  
Soto, Mario X, DMO  
Torkelson, Cody Wes, DINFOS  
Vanduser, Naomi R, DMO  
Voigt, Sara, DMO  
Weiss, Josh J, DMO  
Young, Matthew R, DMO

### Civilian Welcomes

Lopez, Jhannteil, DVI  
Suits, Devon L, DMO  
Christopherson, Amy, DMO  
Santiago, Luis, Supt Svcs